Sales Start date: September 2010
Target Market: Personal / Home / Business

Key Features:

- 35x ultra wide-angle (24-840mm) optical zoom lens for Canon quality telephoto images
- Outstanding hand-shake correction with 4.5-stop optical Image Stabilizer, plus USM and VCM for fast, silent focus and zooming
- 14.1 Megapixels for high detail shots
- 6.8 cm (2.7") vari-angle PureColor II VA LCD, plus electronic viewfinder
- HD Movies (720p) with optical zoom, Dynamic IS, stereo sound and HDMI
- Smart Auto detects 28 scene types and optimises settings
- Shooting modes include Manual, Low Light and Miniature Effect movie
- Zoom Framing Assist helps to quickly find subjects at high zoom
- Optional 67mm Lens Filter Adapter
- Accessories including Canon Speedlites

Exceed your ambitions with 35x zoom

PowerShot SX30 IS showcases Canon optical expertise with an ultra-wide 35x optical zoom. The range-leading 4.5 stop optical Image Stabilizer and Zoom Framing Assist make high zoom stills and HD movie shooting a breeze.

The PowerShot SX30 IS is part of the Canon PowerShot digital still camera range.

The Canon PowerShot range consists of the following products:
PowerShot G12, PowerShot S95, **PowerShot SX30 IS**, PowerShot SX210 IS, PowerShot SX130 IS, PowerShot SX120 IS, PowerShot D10, PowerShot A3100 IS, PowerShot A495

Product Name	Mercury Code	EAN Code	Recommended Retail Price
PowerShot SX30 IS	4344B009AA	8714574554143	£449.00 / €549.00
What's in the box: Digital Camera PowerShot SX30 IS, Lens Cap (with strap), Neck Strap NS-DC11, Case for Hot Shoe Cap, Battery Pack NB-7L (with Terminal Cap), Battery Charger CB-2LZE, AC Cable, AV Cable AVC-DC400ST, Interface Cable IFC-400PCU (for USB), User Manual Kit			

Accessories	Mercury Code	EAN Code
Filter Adapter FA-DC67A	4728B001AA	4960999677187
Lens Hood LH-DC60	4727B001AA	4960999677163

PowerShot SX30 IS

Technical Specifications

IMAGE SENSOR	
Type	1 /2.3 type CCD
Effective Pixels	Approx. 14.1M
Colour Filter Type	Primary Colour
IMAGE PROCESSOR	
Type	DIGIC 4 with iSAPS technology
LENS	
Focal Length	4.3 – 150.5 mm (35 mm equivalent: 24 – 840 mm)
Zoom	Optical 35x. Digital Approx. 4x (with Digital Tele-Converter Approx. 1.5x or 2.0x and Safety Zoom [1]). Combined Approx. 140x
Maximum f/number	f/2.7-f/5.8
Construction	13 elements in 10 groups (1 Hi-UD lens, 1 UD lens and 1 double-sided aspherical lens)
Image Stabilisation	Yes (lens shift-type), 4.5-stop. Dynamic IS (in Movie)
Ultrasonic Motor (USM)	Yes, zoom
FOCUSING	
Type	TTL
AF System/Points	Face Detection, 1-point AF (Any position is available, fixed to centre or Face Select and Track)
AF Modes	Single, Continuous, Servo AF/AE [7]
AF Point Selection	Manual selection using FlexiZone AF/AE, Size (Normal, Small)
AF Lock	On/Off Selectable
AF Assist Beam	Yes
Manual Focus	Yes
Focus Bracketing	Yes
Closest Focusing Distance	0 cm (W) from front of lens in macro
EXPOSURE CONTROL	
Metering modes	Evaluative (linked to Face Detection AF frame), Centre-weighted average, Spot (Centre or linked to Face Detection AF or FlexiZone AF frame)
AE Lock	Yes
Exposure Compensation	+/- 2 EV in 1/3 stop increments
	Enhanced i-Contrast for automatic dynamic range correction
AEB	1/3 – 2 EV in 1/3 stop increments
ISO sensitivity [2]	AUTO, 80, 100, 200, 400, 800, 1600
SHUTTER	
Speed	1 – 1/3200 sec. (factory default)
	15 – 1/3200 sec. (total range – varies by shooting mode)
WHITE BALANCE	
Type	TTL
Settings	Auto (including Face Detection WB), Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Flash, Custom
VIEWFINDER	
Viewfinder	Approx. 202,000 dots
Dioptre Correction	Yes
LCD MONITOR	
Monitor	Vari-angle 6.8 cm (2.7") PureColor II VA (TFT), Approx. 230,000 dots
Coverage	Approx. 100%
Brightness	Adjustable to one of five levels. Quick-bright LCD
FLASH	
Modes	Auto, Manual Flash On / Off
Slow Sync Speed	Yes. Fastest speed 1/2000 sec.
Red-Eye Reduction	Yes
Flash Exposure Compensation	+/- 2 EV in 1/3 stop increments. Face Detection FE. Safety FE.
Flash Exposure Lock	Yes
Manual Power Adjustment	3 levels with internal flash (up to 19 levels with external EX Speedlites 270EX and 430EX II. 22 levels with 580EX II [3])
Second Curtain Synchronisation	Yes
Built-in Flash Range	50 cm – 5.8 m (W) / 1.4 m – 2.8 m (T)
External Flash	E-TTL with EX series Speedlites [3]
SHOOTING	
Modes	Auto*, Program AE, Shutter priority AE, Aperture priority AE, Manual, Custom1, Custom2, Portrait, Landscape, Sports, SCN (Smart Shutter (Smile, Wink Self-Timer, FaceSelf-Timer), Low Light (2.0MP), Super Vivid, Poster Effect, Color Accent, Color Swap, Fish-eye Effect, Miniature Effect, Beach, Foliage, Snow, Fireworks, Stitch Assist), Movie * with Scene Detection Technology and Motion Detection Technology
Photo Effects	My Colors (My Colors Off, Vivid, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Vivid Blue, Vivid Green, Vivid Red, Custom Color)
Drive modes	Single, Continuous, Self-Timer
Continuous Shooting	Approx. 1.3 shots/sec.[4], AF: Approx. 0.6 shots/sec.[4], LV: Approx. 0.6 shots/sec.[4] (until memory card becomes full) [5]

RECORDING PIXELS / COMPRESSION	
Image Size	(L) 4320 x 3240, (M1) 3072 x 2304, (M2) 1600 x 1200, (S) 640 x 480, (W) 3744 x 2104. Resize in playback (M2, S, 320 x 240)
Compression	Fine, Normal
Movies	(HD) 1280 x 720, 30 fps, (L) 640 x 480, 30 fps, (M) 320 x 240, 30 fps
	Miniature Effect (HD, L) 6fps, 3fps, 1.5 fps
Movie Length	Up to 4 GB or 29 min. 59 sec. (HD) [8]
	Up to 4 GB or 1 hour (L, M) [5]
FILE TYPES	
Still Image Type	JPEG compression, (Exif 2.3 [Exif Print] compliant) / Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant
Movies	MOV [H.264 + Linear PCM (stereo)]
DIRECT PRINT	
Canon Printers	Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge (ID Photo Print, Fixed Size Print and Movie Print supported on SELPHY CP & ES printers only)
PictBridge	Yes
OTHER FEATURES	
Red-Eye Correction	Yes, during shooting and playback
My Camera / My Menu	Start-up image and camera sounds customisation. Menu customisation
My Category	Image tagging feature
Intelligent Orientation Sensor	Yes
Histogram	Yes, live histogram
Playback zoom	Approx. 2x – 10x
Self Timer	Approx. 2 or 10 sec., Custom
Menu Languages	English, German, French, Dutch, Danish, Finnish, Italian, Norwegian, Swedish, Spanish, Simplified Chinese, Chinese (traditional), Japanese, Russian, Portuguese, Korean, Greek, Polish, Czech, Hungarian, Turkish, Thai, Arabic, Ukrainian, Romanian, Farsi
INTERFACE	
Computer	Hi-Speed USB (MTP, PTP) dedicated connector (Mini-B compatible)
Other	HDMI Mini Connector. A/V output (PAL/NTSC)
MEMORY CARD	
Type	SD, SDHC, SDXC, MMC, MMCplus, HCMMCplus
SUPPORTED OPERATING SYSTEM	
PC & Macintosh	Windows 7/ Vista SP1-2/ XP SP3
	Mac OS X v10.4 – 10.6
SOFTWARE	
Browsing & Printing	ZoomBrowser EX / ImageBrowser
Other	PhotoStitch
POWER SOURCE	
Batteries	Rechargeable Li-ion Battery NB-7L (battery and charger supplied)
Battery life	Approx. 370 shots [6]
	Approx. 600 min. playback
A/C Power Supply	Optional, AC adapter kit ACK-DC50
ACCESSORIES	
Cases/Straps	Soft Case DCC-850
Lenses	Filter Adapter FA-DC67A (Compatible with Canon 67mm Filters: Circular Polarizing PL-C B, Protect Filter)
Flash	Canon Speedlites (including 220EX, 270EX, 430EX II, 580EX II [3])
	Speedlite Transmitter ST-E2
	Speedlite bracket SB-E2
	Off-Camera Shoe Cord OC-E3
Power Supply & Battery Chargers	AC Adapter Kit ACK-DC50
Other	Lens Hood LH-DC60
	Canon HDMI Cable HTC-100
PHYSICAL SPECIFICATIONS	
Operating Environment	0 – 40 ° C, 10 – 90% humidity
Dimensions (WxHxD)	122.9 x 92.4 x 107.7 mm
Weight	Approx. 601 g (including battery/batteries and memory card)

All data is based on Canon standard testing methods (according to CIPA Standards) except where indicated. This Leaflet and the specifications of the product have been developed prior to the date of product launch. Specifications are subject to change without notice. ™ and ®: All company and/or product names are trademarks and/or registered trademarks of their respective manufacturers in their markets and/or countries.

1. Depending on the image size selected.
2. Standard Output Sensitivity / Recommended Exposure Index. According to ISO 12232:2006 (20th April 2006) which specifies the method for assigning and reporting ISO speed ratings for digital still cameras.
3. Not all functions of the flash are supported.
4. Under conditions where the flash does not fire.
5. Depending on memory card speed / capacity / compression setting.
6. Using the batteries and memory card format supplied with the camera (where included), except where indicated.
7. Some settings limit availability.
8. The following Speed Class memory cards are required for maximum record time: 1280 x 720, 30 fps Speed Class 4 or above 1920 x 1080, 30fps Speed Class 6

Canon